

**ME CHRISTINE DESAULNIERS HONOURED BY UNIVERSITÉ DE MONTRÉAL
ALUMNI ASSOCIATION**

Montreal, October 31, 2011 – On October 28, on the 25th anniversary of the Class of '86, the Université de Montréal Alumni Association celebrated the professional achievements of alumni who have distinguished themselves during their careers. Faculty of Law honourees in 2011 included Maître Christine Desaulniers, Corporate Vice President, Legal Affairs and Secretary of Transcontinental Inc. This was a well-deserved honour for this experienced executive, whose vast knowledge and experience have been of great benefit to Transcontinental and its shareholders.

Me Christine Desaulniers' legal acumen and expertise in mergers and acquisitions, securities, commercial and infrastructure law have made it possible for Transcontinental to pursue its growth with confidence. Prior to joining Transcontinental in 2005, Me Desaulniers had a successful career with Stikeman Elliott Montréal; she subsequently headed a multidisciplinary team that handled a number of acquisitions in Canada and internationally. Me Desaulniers is also known for her community involvement with the Marie-Robert Foundation for Research in Cranial Injury, the Villa Ste-Marcelline Foundation, to name a few. An energetic woman, she promotes her profession, her *alma mater*, the Université de Montréal, and Transcontinental with determination and integrity.

The annual celebration organized by the Université de Montréal alumni association was attended by several hundred people at the Sheraton Centre in Montreal and was a highlight in the distinguished career of Me Christine Desaulniers, who sits on the Transcontinental Executive Management Committee.

About Transcontinental

Transcontinental creates marketing products and services that allow businesses to attract, reach and retain their target customers. The Corporation is the largest printer in Canada and the fourth-largest in North America. As the leading publisher of consumer magazines and French-language educational resources, and of community newspapers in Quebec and the Atlantic provinces, it is also one of Canada's top media groups. Transcontinental is also the leading door-to-door distributor of advertising material in Canada through its celebrated Publisac network in Quebec and Targeo in the rest of Canada. Thanks to a wide digital network of more than 1,000 websites, the company reaches over 11.3 million unique visitors per month in Canada. Transcontinental also offers interactive marketing products and services that use new communication platforms supported by marketing strategy and planning services, database analytics, premedia, e-flyers, email marketing, custom communications and mobile solutions.



Transcontinental (TSX: TCL.A, TCL.B, TCL.PR.D) has 10,000 employees in Canada and in the United States, and reported revenues of C\$2.1 billion in 2010. For more information about the Corporation, please visit www.transcontinental.com

- 30 -

For information:

Media

Nancy Bouffard

Director, Internal and External Communications

Transcontinental Inc.

Telephone: 514 954-2809

nancy.bouffard@transcontinental.ca

www.transcontinental.com